

## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.



a-51  
1055

RESERVE

# Inside Information

United States Department  
of Agriculture

August 10, 1981

Office of Governmental  
and Public Affairs

VOLUME 3

Washington, D.C.  
20250

NO. 27

## FEDERAL A-V ACTIVITY REACHES \$99 MILLION

The federal government reported it spent \$98.7 million for audiovisual production, duplication, distribution and off-the-shelf purchases in fiscal year 1980, a 13 percent decrease from the previous year.

So says the National Audiovisual Center of GSA in its third annual "Federal Audiovisual Activity" report.

The Department of Defense spent just a bit over half of the entire amount--\$49.5 million.

All the other civilian departments and agencies combined spent the remaining \$49.2 million.

USDA's share of the total, according to the report, was nearly \$1.8 million.

One trend revealed by the FY 1980 report is that videotape/disc production was more than twice that of motion picture production for the first time.

And, videotape/disc off-the-shelf purchases increased by more than 100 percent. That increase was matched by a comparable reduction in spending for motion picture off-the-shelf purchases.

A copy of the 44-page report is available from the National Audiovisual Center, Reference Section, General Services Administration, Washington, DC 20409. Or call (301) 763-1896.

## USDA TV PROGRAM CELEBRATES 20TH BIRTHDAY

July 1 marked the 20th anniversary of USDA's half-hour weekly television program, "A Better Way...", known as "Across the Fence" in the beginning.

Layne Beaty, retired Radio-TV Center chief from USDA called to remind folks in USDA about the television program's anniversary.

Twenty years times 52 programs a year totals 1,040 programs, according to Jim Johnson, acting assistant public affairs director for broadcasting and film in the Office of Governmental & Public Affairs.

## COSDA MEET SET FOR BOSTON SEPT. 18-20

Communication Officers of State Departments of Agriculture will hold their national meeting in Boston, Mass., Sept. 18-20, immediately preceding the annual convention of the National Association State Departments of Agriculture.

Janet Christensen, COSDA president said this is the first time the annual information officers' meeting has been held in conjunction with that of NASDA.

"We are hoping for an especially good turnout," Christensen says.

"NASDA president Fred Winthrop is enthused about this year's meeting plans and I trust state information officers will make every effort to attend."

NASDA President Winthrop, who is commissioner of the Massachusetts Department of Food & Agriculture, will welcome COSDA members and guests at a dinner session Sept. 18.

He will be followed by a report on cable television and its application to agriculture.

A workshop on updating communications skills will be held the following morning.

It will be led by the dean of Boston University's School of Public Communications.

A panel discussion on reaching publics effectively will include reporters from AP, Christian Science Monitor, Boston Globe and New England Farmer.

A member of the Massachusetts House of Representatives' agriculture committee will meet with the group on Sept. 20 to talk about promoting agriculture, from an urban legislator's point of view.

Several reports from the different states and USDA will be presented, and talks on other topics such as upgrading design skills, improving news writing quality, and 1981 National Agriculture Day, fill out the agenda for the tenth annual meeting of COSDA.

Christensen says some of the COSDA members will stay to help in the NASDA press room during the information officers' bosses convention, Sept. 20-23.

Further details about the COSDA and NASDA conferences are available from Christensen at (617) 727-3018.



## ELECTRONIC MAIL NETWORKS EXPANDING

The new electronic cooperative systems mail network, inaugurated by USDA's science and education agencies recently, is rapidly gaining land grant university subscribers.

Meanwhile, Southern information officers of state departments of agriculture are planning a link up with another USDA electronic mail system operated by the Office of Governmental & Public Affairs in cooperation with USDA's Agricultural Marketing Service and Food Safety & Inspection Service information offices.

Another possibility, being urged by the USDA Office of the Secretary, is an electronic mail link among USDA intergovernmental and public affairs offices and state departments of agriculture.

If all three systems are joined together, which is both possible and probable, information offices of state departments of agriculture, land grant universities and some USDA agencies will be linked together by one electronic mail network.

Although more than 30 land grant universities are already on the S&E cooperative systems mail network, nearly all are Extension or Experiment Station directors.

Only one information office has gotten its own electronic mailbox on the system to date: University of Missouri.

Dick Lee's address is "AGS1355" or "MO-INFO."

If other land grant university information offices wish to get on the system, they should check with Jerry Paulsen. His electronic mailbox address is "AGS001" or "J.PAULSEN." (His telephone number is 474-9020 at the National Agricultural Library at Beltsville, Md.)

The five regional information offices administered by USDA's Agricultural Marketing Service are on a closely related system. Their addresses are:

<u>Atlanta</u>	AGR011 or CONNIEC
<u>Chicago</u>	AGR014 or HERBJ
<u>Dallas</u>	AGR017 or HAROLDB
<u>New York</u>	AGR019 or BRYANK
<u>San Francisco</u>	AGR022 or BEND

Other USDA information	addresses are:
<u>GPA Public Affairs</u>	AGR002 or STANP
<u>USDA News Center</u>	AGR003 or CLAYN
<u>AMS Info Director</u>	AGR005 or LEWB
<u>FSIS Info Staff</u>	AGR008 or HERBG
<u>CSRS Info Office</u>	AGS3003 or CR-COMM
<u>Nat'l Ag Library</u>	AGS3052 or E.FARKAS
<u>S&amp;E Info Director</u>	AGS3200 or A.SKELSEY

## LINCOLN UNIVERSITY TO HOST SYMPOSIUM

Lincoln University of Jefferson City, Mo., will host a national research symposium Oct. 6 entitled "Human Nutrition Contemporary Controversies."

According to Linda Benedict, communications specialist, the symposium is being sponsored by the Cooperative Extension and Cooperative Research Services of Lincoln in celebration of their tenth anniversary at the university.

Vice President George Bush will be the keynote speaker. Secretary of Agriculture John R. Block also will speak.

Other USDA, land-grant university and industry officials will appear on the program.

## "RETIRED" COMMUNICATOR BACK TO INDONESIA

Hal Taylor, retired USDA public affairs director, is on his way back to Indonesia to train some agricultural scientists.

He leaves mid-August to work for the International Agricultural Development Service, a nonprofit organization originally established by the Rockefeller Foundation.

In Indonesia, Taylor will train English speaking scientists from the Agency for Agricultural Research and Development.

The AARD is, in effect, the agricultural research service of the Indonesian Ministry of Agriculture.

Taylor will visit Hong Kong, Singapore and Philippines going to and from Indonesia.

The former editor of "Inside Information" also recently took on the job as coordinator of the national headquarters of the Agricultural Communicators in Education, as part of his "retirement" program.

\*\*\*\*\*  
\*  
\* "Inside Information" is published for \*  
\* distribution to public affairs and in- \*  
\* formation staff members of the U.S. De- \*  
\* partment of Agriculture, its agencies, \*  
\* State Departments of Agriculture, and \*  
\* Land-Grant Universities. Any items, com- \*  
\* ments and inquiries should be addressed \*  
\* to Stan W. Prochaska, Assistant Public \*  
\* Affairs Director, Room 407-A, U.S. De- \*  
\* partment of Agriculture, Washington, \*  
\* D.C. 20250 or call (202) 447-7454. \*  
\*  
\*\*\*\*\*